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INNOVATOR

GOVERNORS STATE UNIVERSITY

GSU ARCHIVES

GSUA 580-10

New Food Service Expected

by Jeff Dinelli

Chances are when GSU students return from Christmas break, a new food service will be in place to greet them.

ARA Services is preparing to take over cafeteria operations pending a contract currently in the works, according

to Tim Arr, Director of Business Operations at GSU.

The current food service contract with ACE Coffee Bar expired early this year, and a decision was made to seek new proposals.

In April, the Auxiliary Advisory Committee, having worked out a proposal, began contacting various food services.

The committee eventually narrowed the choices down to six services, and met with representatives of each. The three finalists then made visits to GSU. ARA, the largest food service provider in the country, was recommended; the recommendation was approved by GSU President Paula Wolff and Vice-president James Alexander.

Arr said the ARA people have been on campus examining such things as vending machine locations, food preparation facilities and eating area.

GSU poses an unusual cafeteria situation for ARA, according to Arr. "Don't assume this is a regular college package for them, it's not a traditional student

body. It's mainly made up of working people and they have very different tastes. A twenty-year-old doesn't really care what he eats, but an older student may

The cafeteria "has to earn customers by finding the appropriate mix of price and quality." - Tim Arr

not care if he has to pay six or seven dollars for good food," Arr said.

Arr noted that commuting GSU students "pass every fast food place imaginable" on their way to school. The cafeteria "has to earn customers by finding the appropriate mix of price and quality." Arr added the "intent" is not to change the food prices from what they are now.

It is ARA's decision whether or not to keep the existing cafeteria staff, Arr said. "What's typical is that non-management staff is hired by the in-coming contractor," Arr said.

Arr is optimistic about ARA's policies of "dressing up" food and the possibility of display cooking. Arr hopes ARA will "make the food service area look like a nice place to have a meal."



Public relations professionals discuss current issues within their field with students and each other. The forum was videotaped by media communications students and moderated by Delmarie Cobb.

GSU Social Work Program Receives Accreditation

by Janel Clarke

The good news from the College of Health Professions is that the social work degree program and its graduates have gained full accreditation by the

Council on Social Work Education (COSWE). As a result, GSU has earned the distinction of being the first upper division university to gain accreditation by COSWE.

Program accreditation from COSWE translates into higher academic standing for GSU and higher status for program graduates. While the University of Chicago already regarded GSU's social work program as exemplary and welcomed GSU undergraduates with open arms, accreditation is important for those graduates who leave their local areas to find work in other states. Though local acceptance already runs high, GSU is probably less well known out of the midwest area. Accreditation will provide an additional assurance to employers and a level of acceptance for graduates.

The effort to gain accreditation has taken many years of research and effort by Dr. Sonya Monroe, who states that along with a sense of satisfaction she feels the need to continue work on the program. "Refinement is an ongoing process, and new theories must constantly be incorporated," says Monroe. The process of gaining accreditation required Monroe to study in detail every part of the social work program; its strengths and goals, as well as its strategies. In so doing she has become aware of the unique

offering that the college could make to students outside of the discipline.

"I believe this program has a contribution to make at the university that has not been utilized," says Dr. Monroe. "We offer coursework that many students would find beneficial." Courses such as Social Welfare Policy (SOCW 510) would enable students to analyze social policy and its impact on daily life, according to Monroe. The proposed health care system is an example of social policy that will impact millions of lives. Interprofessional Teamwork in the Health and Human Services, (SOCW 565) is another course students would benefit from taking as an elective, according to Monroe. This course would provide a model for teamwork and the knowledge and skills necessary to be an effective team member.

While social work is a human service profession, and is closely related to the fields of psychology and counseling, it is also unique in emphasis. While psychology focuses on inner emotional and cognitive processes, counseling focuses on communication skills and relationships of self and the environment. Social work is unique in its focus on the whole system approach that encompasses interrelated disciplines: both psychological and biological.

During the socially turbulent decade of the 60's, many social workers

became organizers and social activists. But, more traditionally, social workers met needs of communities, groups and individuals by working for agencies that provide human care services. They usually work in the private sector, unlike caseworkers who work in the public sector.



Dr. Sonya Monroe-Clay, professor of Health Professions, is overjoyed about social work degree program's accreditation.

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Guvvy's Bits

By Nicole M. Seibt

PICASSO WOULD HAVE DONE IT...Don't have a clue as to where you can display your artwork? Cafe Maxx (a new, upscale suburban restaurant opening in February 1994) is looking for Chicago area artists to display their artwork in their foyer and on their walls. Besides jazzing up the 1930's art deco stippled interior, your artwork will be introduced to many prospective patrons. Not to worry about short showings because the artwork will be shown for 3-6 month time spans. Imagine--your own "gallery showing" at no expense! Call Steve Maynard at (708) 957-1274 if you're interested.

OLD DOESN'T MEAN WITHOUT HEART...The shepherds at St. Paul's Good Shepherd U.P. Church in Park Forest are collecting new, good, used and repairable toys to pass out to the needy children and the Jones Memorial Community Center in Chicago Heights at Christmas time. The shepherds will clean, sort and make minor repairs to all toys donated. They will also be collecting warm clothes to give to the needy community members. The drop off days are December 4 and 11 from 9 a.m. to 4 p.m. at the church. Remember, giving just a little can mean a whole lot to someone who has nothing--especially to children.

IGNORING IT DOESN'T MAKE IT GO AWAY...The numbers of sexually assaulted women and the incidents of family violence continue to skyrocket. Rather than turning their backs on these situations, a group of female artists whose artwork reflects these problems is having a showing at the Peace Museum in Chicago. "What are the Signs" and "A Memorial" will be showing through Jan. 29 and are continuing exhibits of the "365 Days for Domestic Peace" program. The Peace Museum is located at 350 W. Ontario, 4th floor, Chicago, and the phone number is (312) 440-1860. Admission for adults is \$3.50 and \$2 for students and seniors and children. Hours are Tuesday through Saturday 11 a.m. to 5 p.m.

WHAT KIND OF TOYS DID OUR ANCESTORS PLAY WITH? This is the question that got the "Make Believe" antique toy display going at the Illinois State Museum's Lockport Gallery. The exhibit is full of toys made in Illinois from as far back as 150 years ago. All of the toys (which includes a working model train, original Lincoln Logs, Tinker Toys and a Shirley Temple doll collection) were collected by local experts in the toy field. This is a great place to take the kids during the holiday madness and show them what life was like before video games took over the imagination of little children. The Lockport Gallery is located at 200 W. Eighth St. in Lockport and is open from 10 a.m. to 5 p.m. Tuesday through Saturday. Admission is FREE. (815) 838-7400.

"Public opinion is stronger than the legislature, and nearly as strong as the ten commandments." **CHARLES DUDLEY WARNER**

GOTTA PLOW!

Move Over, Siskel & Ebert

Area film enthusiasts will have a rare opportunity to explore the world of the silent feature film, winter trimester at GSU. More than two dozen major silent features will be examined in the fifteen-week course.

MCOM 540 Film Seminar will meet Tuesday evenings at 7:30 and will be team taught by GSU Communication professors Michael Stelnicki and Eli Segal. Both Hollywood and international classics will be highlighted. Some of the films included in the course will be works by Griffith, Chaplin, Chaney, DeMille, Keaton, Hart, Lang and von Stro-

heim. Stars like Tom Mix, Clara Bow, Lillian Gish and Rudolph Valentino will be shown.

"It will be a pleasure to work with Segal after all these years, even though he's usually wrong about most things cinematic," remarked Stelnicki in announcing the course offering. "While I may not agree with Stelnicki's viewpoint," countered Segal, "I'll defend to the death -- his -- his right to be wrong. This should keep me quite busy."

The course is open to all GSU students as well as to members of the general community.

Slapshots by Victoria Kloske



GSU Chronical

Information gathered by S.M.A. students: Matt Schmidt, Sal Medica, Michele Wieringa, Leigh Mitrick and Frank Trevino.

*S.M.A. will have their annual holiday craft tables set up in the Hall of Governors on December 9 and 10 from 8:30 a.m. to 2 p.m. Please support us! Holiday decorations, gifts, cards etc.!

*Student Life Advisory Council's special events committee is looking for student members to assist in planning the February 1993 African American History Month activities. Call Rita Nagy at 534-4554 for more info.

*Leadership award (previously known as stipends) packets are available in the production shop. Please return info by Dec. 3 at 5 p.m. No exceptions.

*The Institute's 15th Annual Irish Coffee Holiday Party is on Friday, Dec. 10 from 3:30 p.m. to 5 p.m. in GSU's Engbretson Hall. This is a gathering of faculty, staff and alumni of the university, elected of officials, former grand marshalls, community leaders and friends of the institute and GSU Irish Coffee and soda bread will be served.

*GSU College of Arts and Sciences and the Division of Fine and Performing Arts present the University Community Chorale and Orchestra on Sunday Dec. 5, 1993 at 4 p.m. in Sherman Music Recital Hall. Free admission.

*Writing proficiency exam - Overview of scoring criteria, an evaluation of your writing sample, and a review of common errors made on the exam. In F Lounge Saturday, Dec. 4 from 9:30 a.m. to noon, Monday, Dec. 6 from 1:30 p.m. to 4 p.m. and Tuesday, Dec. 7 from 4:30 p.m. to 7 p.m. Sign up in Room B1400, Student Development.

*Research papers - Writing tutors will be at the university Student Center during the last two weeks of the trimester. For info about scheduled times or to make a special appointment, inquire at student development, Room B1400, or call ext. 5030.

*Free housing info and assistance. Visit room A2100 or call 534-4550 and ask for Paula.

*Research internships, partisan staff internships, and science writing internships in the Illinois General Assembly. Call Kent Redfield in Springfield (217) 786-6602. Applications due before March 1.

Meal Program Eligibility Guidelines

The GSU Student Life Child Care programs announced they are participating the Child and Adult Care Food Program and that the same meals are available for all enrolled children at no separate charge. The fiscal year '94 Income Guidelines for Free and Reduced-Price Meals for determining eligibility are listed below. Children who are members of a Food Stamp household or an Aid to Families with Children (AFDC) assistance unit are automatically eligible. Meals are made available to all enrolled children without regard to race, color, national origin, handicap, sex, or age. Any person who believes that he or she has been discriminated against in any USDA related activity should write immediately to the Secretary of Agriculture, Washington, D.C. 20250.

Household Size/Level for Free Meals/Level for Reduced-Price Meals

	Year	Month	Week	Year	Month	Week
1	\$9,061	\$756	\$175	\$12,895	\$1,075	\$248
2	12,259	1,022	236	17,446	1,454	336
3	15,457	1,289	298	21,997	1,834	424
4	18,655	1,555	359	26,548	2,213	511
5	21,853	1,822	421	31,099	2,592	599
6	25,051	2,088	482	35,650	2,971	686
7	28,249	2,355	544	40,201	3,351	774
8	31,447	2,621	605	44,752	3,730	861
Each added family member	+3,198	+267	+62	+4,551	+380	+88

Local Counties Operate Free Local Immunization Clinics

The Cook County Department of Public Health has released this list of local clinics which will provide immunizations free of charge on a walk-in basis:

At Thornton Township Hall, 333 E. 162nd (Rt. 6), South Holland on the second Tuesday of each month, from 9 a.m. to 11 a.m.;

At Bremen Township Hall, 16361 Kedzie, Markham on the fourth Tuesday of each month, from 5 p.m. to 7 p.m.;

and Sauk Village Hall, (PAESEL Community Center), 21701 Torrence Ave, Sank Village on the second Thursday of each month, from 5 p.m. to 7 p.m.

The Will County Health Department provided the following information regarding its walk-in and appointment clinics:

The walk-in clinic operates on the first and third Thursday of each month from 1 p.m. to 3 p.m. at their main office at 501 Ella Avenue in Joliet. The walk-in clinic will not be in operation in December, but will return to its regular schedule in January.

The walk-in clinic is operated on a first come-first served basis, so it is recommended that you arrive early and be sure to bring your immunization records.

An appointment can be made at the following clinics by calling 1-800-815-727-8866:

Will County Health Department, 501 Ella Ave. Joliet

Bethlehem Lutheran Church, 412 E. Benton St. Joliet

Deer Creek Christian Church, University Park

Christ United Methodist Church, Lockport

First Presbyterian Church, Wilmington

Affairs of State:

The Final Word on NAFTA, I Hope

By Terry Crane

As I write these words, NAFTA comes to a vote and I'm glad because I'm sick and tired of hearing about it. In fact, its become nearly as tiresome as Hillary's ever-changing hair styles. I'm fed up with Ross Perot and that giant sucking sound that seems now to be emanating from an opening directly under his nose, and for God's sake, a hired Cuban hit squad? Ian Flemming would can that story-line even in the midst of a drunken stupor. I've had it with Al Gore who is about as vibrant as lint and only half as informative. I don't want to hear Clinton talk about NAFTA helping the American economy after he has hit American's with the largest tax increase in the history of the planet. I am tired of the endless parade of labor leaders, 10% congressmen, Larry King and those who promise that

NAFTA will carry the U.S. into the economic toilet and those who say it will be our economic salvation. The truth is, it will do neither.

NAFTA is really a simple common sense issue. Unfortunately, it has been demagogued to a point of utter confusion by people who don't know any more about how business works than the average dung beetle.

Please, if an issue can be muddled to the point that J. Reverend Jackson and Pat Buchanan wind up on the same side, then you know something is wrong.

Here are some facts to help clear the air.

1. The United States is the largest exporter in the world, which means we out-produce anyone in the world. The United States accounts for almost 13% of global exports, Germany and Japan follow with 11.5% and 9.3%.

Imagine what our numbers would be in an unrestricted trade environment.

2. Mexico exports only 7% of its goods to the United States. The United States is responsible for almost 70% of Mexican imports. In 1992, our trade surplus with Mexico was 5.5 billion dollars.

3. Low wages are not driving jobs and industry across the border. Workers in Mexico are not as productive and the transport and communication systems are not nearly as advanced as they are here.

From 1980 to 1992, 400,000 jobs were moved to Mexico. A paltry sum compared to the 20 million that were created in the U.S. during that same time period. Why didn't these jobs go to Mexico? See above.

The fact is, that low wages do not entice companies to relocate.

If they did, Bangladesh would be an economic powerhouse.

4. The Mexican GNP is 325 million dollars, ours is 6 trillion. Mexico can no more swamp us in trade than we can make a decent burrito.

What Mexico will do, if NAFTA is passed, is begin the purchase of a good amount of heavy equipment that they will use to repair roads and bridges not to lure our companies but to increase their own shipping abilities. This will be done so that they can be more competitive. Competition is tied directly to production. The more production, the better the wages. Better wages mean more purchasing power and with no tariffs, our products will eventually outsell theirs. With no trade restrictions, the difference in products will be quality and American quality cannot be matched. We are after all,

the largest exporter nation in the world.

Jobs will certainly be created as a result of NAFTA although the numbers Clinton is suggesting (200,000 in the first year) seem exaggerated because many companies are keeping production levels up with fewer employees and the lowering of many tariffs happen over a period of years.

Jobs will also be lost as a result of NAFTA but not the type of jobs or numbers that the anti-NAFTA forces suggest because these jobs would have been lost by now. Besides, arguing against NAFTA because of a relative handful of jobs is a bit like saying we should have scraped the automotive industry to save the jobs of the people who made buggies.

Clearly, NAFTA will benefit the economies of both countries and their consumers.

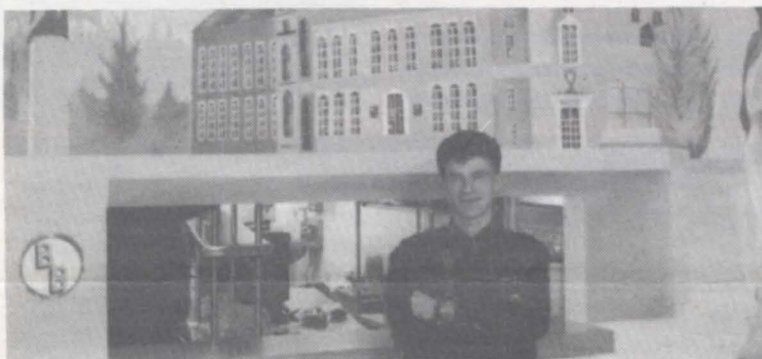
Art Student Does Mural in New Area Restaurant

By Kathie Godfrey

A GSU student was recently commissioned to design and produce an original work of art for the interior wall of Burgundy Bistro, a trendy new restaurant opening November 20 on Vollmer Road in Olympia Fields.

Undergraduate art student Adam Molella of Joliet designed and painted the 8' x 10' mural incorporating his impressions of the opera house and bridge near le Sacre Coeur in Paris which he had seen and photographed while on leave from his overseas Air Force posting a few years ago. Molella was one of three students doing art projects for the restaurant, two of which were students of the School of the Art Institute of Chicago who did reproductions of the works of Rodin for the restroom areas.

Adele Olson, co-owner of the restaurant with her husband Harry, was referred to Molella through Joanne Sandberg of the GSU Job Locator office, who had seen and been impressed by the style and quality of Molella's work. When Olson contacted Molella, she explained that she wanted the finished mural to reflect the European theme of the new restaurant's decor and menu. Molella then began making sketches combining elements of scenes he had photographed in the old world art centers of Paris, Florence, and Frankfurt.



Adam Molella stands in front of his mural.

Work on the mural itself, which incorporated an original "BB" logo--for Burgundy Bistro, spanned only nine days and had to be completed in time to coincide with the opening of the new restaurant.

Molella said his interest in art was stimulated while studying at Joliet Junior College and was stirred further at the Artist's League in Joliet where he took private painting lessons with John Hudak for three years. Then, following his tour of duty in Europe, he returned home and took up his art studies at Governors State. Molella said he enjoys producing artwork that can be understood by the largest possible number of people; work that doesn't require esoteric knowledge or a specific cultural orientation to appreciate.

"I'm not interested in doing a white thing or a black thing or a male or female thing that is intended only for a certain select group of people," Molella said. "I

want my work to have universal appeal."

He is especially influenced by Indian and middle-eastern design and chiaroscuro (light/dark) techniques that he learned about while visiting an artists colony in Florence. Molella's work represents a fusion of classical composition elements combined with the strong colors and graphic forms of contemporary German artists. Though Molella draws his inspiration from such diverse artists as Goethe, Hahn, Dali, and Michaelangelo, his real intention is to begin his own original art movement. He hopes to create his own school of art and gallery which will provide a forum for emerging artists to display and sell their work while they learn, a 1920's-style "salon de la refuge" which would protect the independence of artists like himself. Molella's work can be seen at the Special Request Art Studio, 509 Western Avenue, Joliet (815) 727-9440 or (815) 726-6163.

To Your Health

By Leonard Robinson, M.D.

Q: I am serving a holiday buffet. Does food sitting out for hours cause a health hazard?

A: Food is the focus of many celebrations and, therefore, increases the possibility of food poisoning. You can reduce risk by keeping food at temperatures less than 40 degrees F. or above 140 degrees F. This prevents bacteria growth, which occurs easily at buffet tables where food is left at room temperature for several hours.

Common bacteria-related diseases which evolve in these settings are Salmonella and Staphylococcus aureus. Foods that provide ideal conditions for these bacterial growths are beef, poultry, ham, egg and dairy products, and pastries. Staphylococcus aureus usually creates gastrointestinal symptoms within six hours of ingestion and persists for six to 12 hours. Salmonella has the same symptoms within eight to 24 hours, but will last anywhere from two to five days.

When preparing a buffet, it is best to thaw frozen foods in the refrigerator, so the ice crystals that form during freezing will simply add moisture to the food when thawed. Do not re-freeze these foods. Micro-organisms grow rapidly once food reaches temperatures above 40 degrees F. and some do survive when frozen a second time. It is best to use previously frozen foods promptly



after thawing and only freeze leftovers from fresh main dishes.

Another tip is to replenish the buffet regularly -- don't set out all the food at once.

Food poisoning can also occur without bacterial growth. For example, undiluted flavoring agents like oil of wintergreen can be toxic when ingested by a child. And sulfites used as preservatives or color enhancers can cause bronchospasm, flushing and hives in sulfite sensitive individuals.

This is a good time to be sure your family physician's phone number is posted clearly where everyone can see it, in case illness strikes. You should also be aware of the location of your local hospital's emergency department or a nearby urgent aid center.

If you have any health-related questions, please send them to the editor and I will answer. If you'd like a personal reply, send a confidential letter, including name and address to me at Ingalls Family Care Center, 4647 W. Lincoln Hwy., Matteson, IL 60443.

Mannion Named Employee of the Month



Rita Mannion

Rita Mannion has been named GSU employee of the month for November. Mannion was nominated by her former supervisor Beverly Goldberg who traced Mannion's path to her present position, beginning with her difficult job as secretary to Paul Green in Business and Public Administration, to her current position in

the business office. In her nomination, Goldberg highlighted Mannion's effervescent personality and praised her intelligence and skill and resultant popularity with students, faculty and staff. Calling Mannion a "helluva woman," Goldberg said her colleague was a great personal and professional joy to work with.

Free Leadership Workshop Offered

"Politics of Leadership" will be the topic of a leadership workshop to be held Tuesday, December 7.

Students are invited to bring a brown-bag lunch and join workshop facilitator, Tom Dascenzo in Engbretson Hall from 12:30 p.m. until 1:30 p.m.

The "Politics of Leadership" workshop is sponsored by Student Life Leadership Development Committee.

Career Opportunities

An Overview

by Darvina Joy Smith

Effective public relations planning can make the difference between success and failure in any business endeavor.

On Tuesday, November 16, 1993, in TV studio B, a public relations forum of professional practitioners was sponsored by professor Walter Perkins. The forum was planned to allow an audience of Perkin's students, and other guests, to ask questions of two sets of four panelists he invited from various PR practices.

The panelists:

*Adorn L. Lewis-Despiau, president and owner of ALD Communications Inc., a public relations and special event company

*Leroy E. Kennedy, Assistant Vice President of Community Relations at Illinois Institute of Technology

*Peter Coffey, Director of Field Media/ Phalen for Governor Campaign; and Shelley Kimmons, Intern, Hill & Flowers Public Relations.

*Derrick Baker, editor and media relations representative for the Kemper National Insurance Companies

*JeNyce Boolton, assistant account executive with Hill & Flowers Public Relations, Inc.; Margie Owens, Public Information Coordinator for Orland Park

*Constance Zonka, Director, Office of Public Affairs at Governors State University.

The project was planned by Perkin's PR class and videotaped and produced by an all-student crew from the media communications department.

The moderator, Delmarie Cobb, is President of Deleco Communications, which produces the nationally televised, PBS news magazine program, "Street Life".

As elucidated during the proceedings, the PR field is as diversified as the panelists themselves. There are skills that many of the practitioners have in common. Common qualities include a strong background in journalism, a natural curiosity in local and world affairs, a likeable personality, honesty, and a genuine interest and concern for people not only the PR field, but for those in supporting businesses, such as journalism, TV and radio as well.

All of the panelists recommended to anyone interested the field of PR to take an internship if they can, whether paid or unpaid. All panelists agreed that the exposure and contacts are invaluable for gaining the experience that so many companies require of perspective employees before offering entry level positions.

GSU Public Affairs Head: Need To Be Aware

by Laura Williams

Constance Zonka, a veteran public relations executive, has served as Director of the Office of Public Affairs at Governors State University since Aug. 1, 1993.

Prior to joining GSU, Zonka was Senior Director of University Relations at Roosevelt University, Chicago and served for 19 years as Director of College Relations at Columbia College, Chicago.

Zonka was also the owner of the PR firm, Connie Zonka and Associates, Inc. Her clients included League of Chicago Theatres, Chicago International Film Festival, Chicago City Ballet, and Crown Publishing.

A native of Chicago, Zonka earned a M.A. in Russian Literature from the University of Chicago. She has been the recipient of several awards and recognized in the Who's Who of... American Women, the Midwest, of Women Executives and numerous others.

Ms. Zonka suggests that public relations students listen to the radio, watch television and read two dailies everyday so that they will know who to contact when working on a P.R. program. She also suggests that students take basic journalism courses, creative writing and speech/theatre.

"One must know how to write and how to sell the message," said Zonka.



The first panel at the public relations forum included (left to right) Adorn L. Lewis-Despiau, president and owner of ALD Communications Inc.; Leroy E. Kennedy, assistant vice-president of Community Relations at Illinois Institute of Technology; Peter Coffey, director of field media in the Phalen for Governor Campaign; and Shelley Kimmons, intern at Hill & Flowers Public Relations.

Send A Message With A Press Release

by Karen Schoenberg

Newspapers are besieged daily by individuals and organizations seeking publicity in the form of a press release.

The best-written and most newsworthy of these will be printed, the majority will be discarded. Because of this competitive atmosphere, it is important that PR practitioners understand what editors and reporters find acceptable in a press release.

Press releases are generally written with the intent of showing an organization or event in a favorable light. Unlike other news stories, they are not written from an objective standpoint. The press release must not overdo the platitudes, however, because most editors will not print a story that contains a great deal of loaded adjectives.

To be printed, it must be clear, concise and seemingly objective. The writer should strive to make the event, organization, or individual sound as appealing as possible.

This can be as difficult as it appears. It is also the reason most large corporations hire former reporters to write their press releases.

Besides eliminating excessive puffery, there are a few other guidelines to follow when writing a press release. The topic should be timely and relevant. Editors look for topics that will interest the readers. Blatant advertisements for commercial products most likely will not be printed. Pertinent information (who, what, when, where, and how much) should always be dealt with

in the beginning of a press release, the details can follow.

The article should be short and to the point. Most press releases are no more than four paragraphs. Most importantly, it should be factual. Name, date, time, and place should always be double-checked before submitting the story to a paper.

Press releases play an important role in helping individuals and organizations obtain much needed publicity. They are also an important source of information for journalists. Newsworthy events which may have been overlooked by a reporter will often turn-up in the form of a press release.

A well-written, newsworthy press release is of benefit to both the newspaper and the organization it publicizes.

Interested in Public Relations?

The field is enormous for college graduates!!! It will be one of the fastest growing fields into the year 2000 in the areas of:

- *Business
- *Law
- *Medicine
- *Education
- *Government
- *Public relations and advertising
- *Arts and entertainment
- *Human resources
- *High technology
- *International relations

Panelist: Getting Along is Important

by Nancy Willet

Peter Coffey is the young, energetic and enthusiastic Director of Media/Field Operations of Richard Phelan's gubernatorial campaign.

Coffey decided that politics was to be his life's work at the

age of sixteen. The roots of this passion grew from his participation in a local election campaign, where his volunteer efforts grew gradually from one day a week to four or five as he became more addicted to the excitement of the campaign process.

His candidate won, subsequently introducing Coffey to his friends as the "young man [who will] make a name for himself in politics one day." A star-struck Coffey went on to earn a degree in Political Science from Illinois State University.

After graduation, Coffey went to work as an intern for Senator Paul Simon. Luckily for Coffey, he was hired as a regular employee just two weeks after starting. Following a brief stint as a receptionist, he later became an Immigration case-worker.

In his current position as the Director of Field Media, Coffey's responsibilities include supervising a public relations team which gets the word out about Phelan's campaign. To do that effectively, Coffey's team actively builds media relationships throughout the state.

Coffey and his team of eight people are Phelan's eyes and ears - focused on issues of importance to people from all regions of Illinois. They sometimes work as many as 90 hours a week using their knowledge and making contacts to get the candidate's views on publicized issues.

Being successful at helping people is one of the things that makes politics rewarding for Coffey. He hopes to work in a policy position if Phelan wins the election.

Coffey enjoys working in Politics because it allows him to interact with all kinds of people. Political professionals learn to not burn any bridges and to get along with people.

A political worker's allies in one campaign may be part of the competition in the next campaign.

In Public Relations

What is Public Relations?

Public Relations is a two-way communication process between your organization and the people you want to reach. When they respond, by giving money, volunteer time, or other support, then you have produced *effective public relations*, and the cycle is completed.

All of the contacts your organization makes with members of the public may be defined as PR. Every communication is an opportunity to encourage people to support your organization:

- *How your staff answers the phone can assist and encourage callers.

- *Brochures offer advice and information.

- *Newsletters help clients get better service.

- *Television editorials point out improved services available to the community.

- *Receptionists make visitors feel at home.

- *Television public service announcements remind the community of the services you offer them.

- *Mailings state the benefits you offer.

- *Press materials offer interesting stories to the media.

Owens on Municipal PR: Be Versatile

by Marlene Madison

Marjorie Owens, a Governors State University alumnus, created three of the Village of Orland Park's public relations positions.

Owens, who had worked part-time as a clerk and a bus dispatcher for the village, became its first public information intern in 1983.

In 1987, she became the village's first public information officer. She designed and produced quarterly residential newsletters, annual municipal calendars, employee newsletters, press releases, and cable television spots.

In 1990, she became the village's first public information coordinator, a position she holds today. She plans, directs and implements the 14 municipal departments' internal and external communications for the village's residents, commerce, employees and the media. She also represents the village with outside agencies.

Owens is also the public information and production coordinator for Combined Agencies to Reduce Trauma/Local Alcohol Awareness Program (CART/LAAP), which "illustrates the life threatening effects of drinking and the life-saving effects of safety belts." Owens coordinated an award-winning 30-minute docudrama, "Shattered Lives--Shattered Dreams," on the effects of drinking and driving, which was produced in 1989 by three GSU graduate students.

Owens said working at the INNOVATOR was the experience which prepared her the most for her public relations'

positions. As associate editor from 1983 to 1987, she learned how to edit copy, headline, and create and design layouts.

She suggests that students who are pursuing a career in public relations get as much experience in the field as possible through writing, photography, and production.

What Public Relations Can Do for a Nonprofit Organization

by Charlotte Wiggins and Andrea Bitter

The media is one of the most powerful forces in our society for reinforcing existing attitudes, or creating new ones. Organizations use publicity to elicit attention or actions such as:

- *Recruit volunteers. Tell potential volunteers how your cause or services are important to them, and why volunteering will benefit them.

- *Improve fund raising success. Inform donors of your successes, the need for your services in the community and the benefits you produce for segments of the community.

- *Build a mailing list. Offer free information to members of the public who might be interested in your cause. Ask them for further support when you mail the information.

- *Increase your membership. Inform potential members of the benefits they would get from joining your organization, and the successes your have enjoyed. Plan and publicize a membership party.

- *Increase the commitment of your members and the public. Ask your members and the public to support you with a symbolic action, such as sending a postcard on your issue to their legislators, or joining your staff in a silent vigil.

- *Alert decision-makers to your organization. Send them a newsletter, outlining your successes, your work and benefits to community, and your need for assistance.

- *Highlight your organizations' significance. Hold a luncheon for the media, in which you collect the best speakers from other organizations in your field, to make a presentation about current problems in your field.

- *Hone your image. Determine your current image with the public, and what image you would like to have. Use publicity, publications and media appearances to support your new image.

Be "A leader in the community", as opposed to, "...stodgy, non-activists". Use newsletters, publicity and personal contacts to show how your will benefit the neutral organizations and their communities.

A Voice Above The Crowd

by Marianna Bailey and Kristie Goss

Are you tired of being just another voice in the crowd? Do you have something to say, but

don't know how to get people to listen? Then do what public relations practitioners have been doing for decades - COMMUNICATE EFFECTIVELY!

First of all, you need to decide who your audience is. For example, if you are involved in a campaign to stop animal testing, your target audience will be distinctly different than if you were recruiting members for the National Rifle Association.

Once you have established your audience, the next step is to decide what your message is and how you will say it. An important idea to keep in mind is the basic objective of most programs is to either change opposing opinions, persuade undecided opinions, or to conserve favorable opinions.

In order to change the minds of people with opposing opinions and convince those who are undecided, your message needs to communicate information in such a way as to persuade members of a target group that the behavior is socially sanctioned by their group, according to PR expert Scott Cutlip.

In addition to these principles of persuasion, there are several basics of communication you should incorporate into your message to make it as effective as possible.

Credibility is one of the most important factors in your program. If your audience doesn't believe the source, they won't believe the message. Without the support of the current situation, your message will not be heard.

The content of your message must mean something to your audience or they won't respond to your message. Your message must be clear. An audience won't support a message they don't understand.

Consistency and repetition enable the audience to more effectively learn and remember your message. In order to get your message out to an audience, use established channels of communication. Finally, know the capability of your audience. Find out their primary source of communication, their reading ability and their knowledge.



The second panel at the public relations forum included (left to right) Derrick Baker, editor and media relations representative for the Kemper National Insurance Companies; JeNyce Boolton, assistant account executive with Hill and Flowers Public relations, Inc.; Margie Owens, public information coordinator for Orland Park; and Constance Zonka, director of public affairs at Governors State University.

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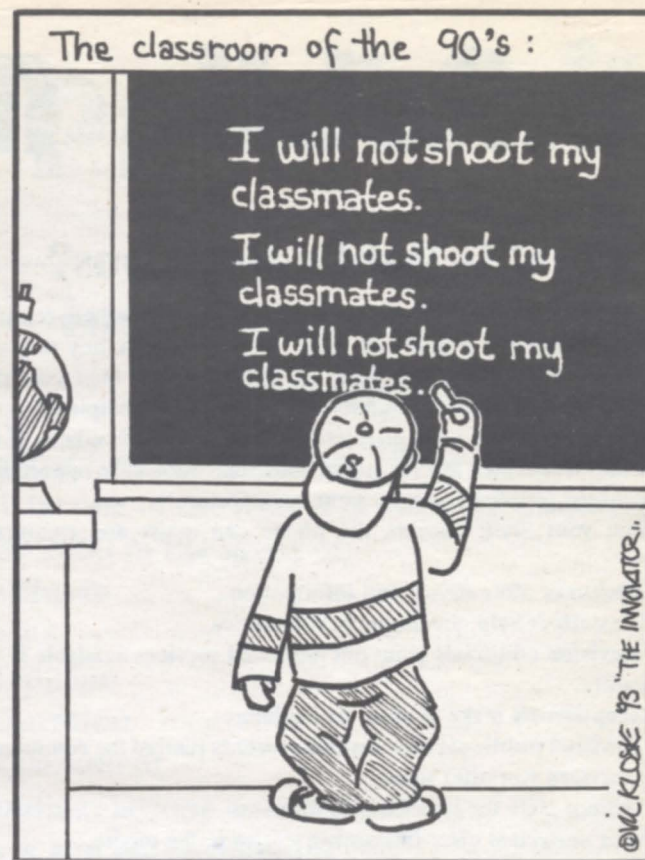
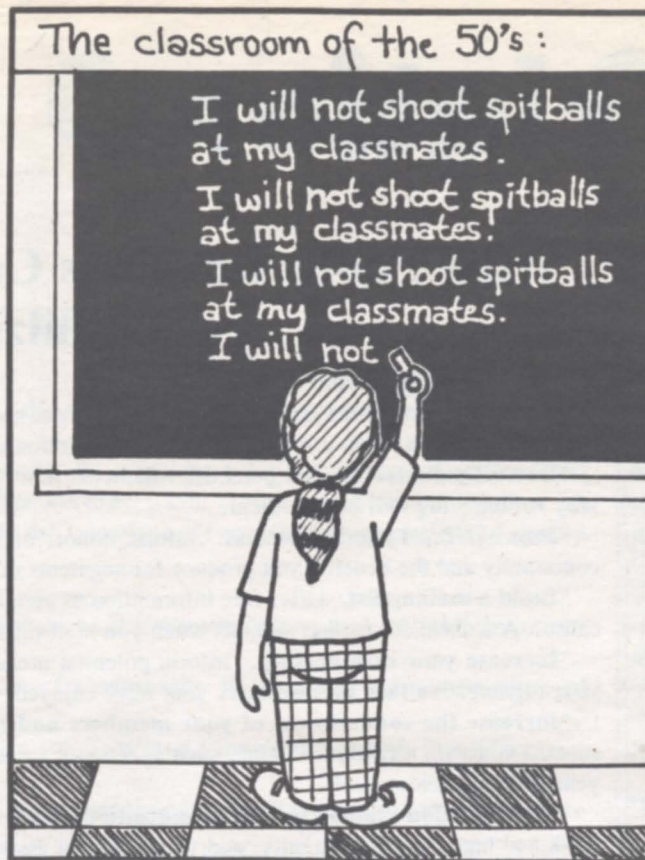
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Viewpoints...



Letters to the Editor

Accident Victim Offers Thanks

Thank you for your article on the S.T.S Emergency Fund which appeared in the October 28, 1993 Innovator. I was one of the students who was a victim in that terrible car accident which occurred on December 16, 1992.

After three surgeries, as well as countless physical therapy sessions, I finally can walk without crutches or a cane. Even though I still endure a lot of pain in my broken femur, I am just grateful that I can walk like a normal person again.

Within the past year, I received lots of help from many people. I would like to acknowledge them on this one year anniversary of the accident. First of all, I would like to acknowledge the help from the Health Administration Department.

Dr. Rhee, all the faculty, and students gave me their endless help. They donated blood to the Olympia Field Osteopathic Hospital in a wonderful attempt to help pay some of my bills. Whenever I needed help regarding school, they always gave me great assistance. Donna Gellatly, my advisor,

is the most helpful and understanding teacher I have ever met. Without her, I would not be able to finish my degree and deal with the legal matters.

Secondly, I would like to acknowledge help from the Chinese community, especially Linda Wong and Gloria Chu. There were so many people from the South Chicago Chinese Church that I can not remember their names. But I knew all along that their prayers and hearts were with me.

I would also like to thank Student Life for all their help. The friendship and caring from them meant a lot to a person who just recovered from a physical disability.

Finally, I would like to acknowledge the loving family that helped me the most when I needed help--the Kennedy family. Judith, James and Fred Kennedy. They took care of me without any reservation while I was totally disabled.

Mr. and Mrs. Kennedy treated me as well as any Mom and Dad. Mrs. Kennedy helped me with the most basic needs that a person has, but I could not do for myself.

When I was in tremendous pain, her magic hands always comforted me like a Mom comforts her baby. There were so many nights that I was crying because I could not take the seemingly endless pain anymore, Fred Kennedy was the one who sacrificed his sleep and held my hands until the sun rose. His love is sincere and endless. There is really no single word to express my appreciation to this loving family for what they have done for me.

This winter, I am going home to help my Mom get over my Dad's death. (He died two months ago because of a car accident.) I do not have a chance to say Merry Christmas to those people individually.

I would like to take this opportunity to say "Merry Christmas" to every one of you who helped and was concerned about me. I am alive, and my spirit is still up. I hope you all are also doing well.

Tsai-Mei Lin

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Build the "STS Fund"

I would like to clarify a point I made in my article about the STS Emergency Fund (Oct 28th, 1993). I wrote that "No-one from Governors State University came forward to financially help them out," referring to the students who had been involved in an accident.

The whole point of Tsai-Mei's story was that if GSU had an STS Emergency Fund at the time of the accident, the money would have been there to pay for some of her expenses.

When I said GSU people were unable to help her, it was strictly in terms of financial assistance. As for the wonderful care and moral support given by the Health Administration faculty and students, both Tsai-Mei and Jane are very grateful. The GSU people also worked very hard to hold a "blood drive" for Tsai-Mei and assisted her in every way they could. Their sincerity and affection are undeniable and much appreciated. However, the fact remains that Tsai-Mei is still stuck with a gigantic bill that she owes to the hospital and in that respect GSU has not been able to help its student.

Once again, it all comes down to building up the STS Fund so that in future when an emergency situation strikes a GSU student, the university can extend immediate aid to the student.

Saima Ashraf

Road to Leadership

On Saturday, November 6, I was fortunate to have attended the 6th Annual ACAA Leadership Exchange hosted by Loyola University Chicago.

Rita Nagy, Assistant Program Director for Student Life, had not only invited me, but encouraged me to attend this FREE program. The all-day event closely followed the theme "Follow the Yellow Brick Road to Leadership" (from the Wizard of Oz).

Jean Kartje from the College of Lake County was the inspiring keynote speaker. She urged those in attendance to pick a mentor and learn from them by observing what they do and by sharing ideas.

Participants also had the opportunity to attend a variety of educational sessions designed to improve leadership skills. Although time only permitted me to attend three sessions, I came away with more than knowledge. I met many students from other universities who shared the experience and their ideas with me.

I encourage you to make note of this annual November event and include it on your appointment calendar for next year. Check out Student Life at GSU -- it's here for YOU

Janie Kocman

A Note From the Editor

My tenure as editor of the Innovator ends with this issue. I would like to thank everyone who has made this job bearable, especially my fellow members of the editorial staff and all those who have contributed articles.

As for those who tried to make the job unbearable (you know who you are), I wish great misfortune upon you.

Steve Young

Rock Critic Selects Top Ten Releases of 1993

by Jeff Dinelli

Though this humble writer didn't hear every album released in 1993, I pride myself in hearing as much as I can, and these are the ten best. Plus, if you have a rocker on your X-mas list, these are stocking stuffers any music fan would love to own.

1.) YO LA TENGO - *Painful*

Forget Michael Stipe and Natalie Merchant, the coolest couple in rock music is Ira Kaplan and Georgia Hubley, whose songwriting brilliance propels this masterpiece of mood and sound. An eccentric blend of droning organ sounds, casually hypnotic guitar riffs and feedback-drenched melodies provide a lush backdrop for Kaplan and Hubley's testimonials of yearning and love. On tracks like "I Heard You Looking" and "Sudden Organ" singer-guitarist Kaplan is so busy creating a wall of strangely comforting noise that bassist James McNew carries the melody. Hubley's spacey lead vocal on "Nowhere Near" is a bit spooky, but the weary optimism of "Big Day Coming" and the cover of the Only Ones' ballad "The Whole of the Law", with its sweet harmonies and sunny sentiments, weaves an optimism that's contagious. Yo La Tengo has produced an informal, casual tour de force in which traditional song structure takes a back seat to atmospherics and a simple, charming affection for making original sounds. Amazing.

2.) THE AFGHAN WHIGS - *Gentlemen*

Singer-guitarist Greg Dulli's dark accounts of love gone wrong are as stark and brutally honest as anything you're likely to hear this year or any other. They're also pretty creepy, so when combined with the fierce playing of bassist John Curley, drummer Steve Earle, and the soaring slide work of lead guitarist Rick McCollum, it makes for an intense listening session. Guest Marcy Mays of Scrawl almost steals the show with her rendition of Dulli's "My Curse." There are no slick, radio-friendly singles here, just unflinching honesty, as genuine as it is unsettling.

3.) NIRVANA - *In Utero*

Having more production control following the zillion-selling *Never Mind*, Nirvana chose Chicagoan Steve Albini to "record" this bone-crushing follow-up. Scarred-but-smarter Kurt Cobain wails like a caged animal, making a racket that's driven by the bludgeoning bass playing of Chris Novoselic and Dave Grohl's

John Bonham-style backbeat. Offered the world on a platter, these guys stepped back and decided to stay true to themselves instead of resting on their laurels by making a *Never Mind II*. Most of it is too abrasive for radio, but sounds just right to the kids still wearing their *Bleach* t-shirts.

4.) LIZ PHAIR - *Exile In Guyville*

An ambitious double-length debut from Wicker Park's soon-to-be celebrity 26-year-old, currently the subject of a major label bidding war. Whether rocking out on "Never Said" and the Stonessy "Mesmerizing" or plaintively rendering the haunting folk of "Canary" and "Gunshy", Phair is a compelling talent who could get better after she's introduced to a real recording studio and a fistful of dollars. A scary thought.

5.) DINOSAUR JR. - *Where You Been*

Guitar-god J. Mascis finds the perfect mix of monster rave-ups ("Out There", "Start Choppin'") and acoustic beauties ("Not The Same"), to produce his best effort yet. Mascis' fret work seems to get impossibly better, and he's actually singing about girls instead of swamp creatures and stuff. There's no filler here, just a batch of excellent songs.

6.) URGE OVERKILL - *Saturation*

Behind the gold medallions, 70's hipster duds and Cheap Trick hooks lies an immense talent for constructing songs that are impossible to get out of your head. A heavenly blend of AM rock radio, camp, punk, and irresistible pop magic that even little sister will love.

7.) PJ HARVEY - *Rid Of Me*

Enough already about the questionable production by Steve Albini, Polly Harvey's indomitable will cuts through everything and delivers raw, searing tunes like "50ft Queenie" and the title track that sting like a slap in the face to the music world's expectations of what women can do in rock.

8.) BETTIE SERVEERT - *Palomine*

This Dutch quartet specializes in seemingly effortless, unforgettable gems, led by Carol van Dijk's warm vocals and rhythm guitar playing. The album seems a bit rushed, and some of the songs have an unfinished feel to them, but no matter, this charming "pal o' mine" is sure to win over even the coldest of hearts.

9.) THE FLAMING LIPS - *Transmissions From The Satellite Heart*

This psychedelic garage band from Oklahoma City has put out some very strange albums for eight years, and this year the Lips made their most accessible one. The anthemic "Turn It On" and the twisted folk ditty "Chew in the Apple of Your Eye" sound half-way normal, for the Flaming Lips. A weird band, but a very good one, with Wayne Coyne's vocals and Steven Drozd's monster drumming demanding attention.

10.) THE BREEDERS - *Last Splash*

Former Pixie Kim Deal leads her ultra-hip band through the sun-and-surf tunes on *Last Splash*, the best summer album of '93. Sweet harmonies and vocal arrangements compete with eccentric noises (everything from synth to sewing machines) and alternate melodies to somehow create an outstanding, highly addictive release.

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More Blues for You

by William R. Kolstad

Thanksgiving eve brought a close to another chapter of the History of the Blues. Legendary Blues guitarist Albert Collins passed away, another victim of cancer. Albert Collins was one of the better known players in the world of the blues. Noted for his distinctive playing style on the Telecaster he was featured in many commercials as well as the movie *Adventures in Babysitting*, where he played in the blues bar scene where his line was "Nobody leaves here without singing the blues". Recently he had toured with the Allman Brothers and Robert Cray where he usually stole the show. He had a genuine rapport with every audience and he often walked through a crowd playing the blues. His latest release, *Collins Mix - The Best of Albert Collins*, is a collection of his best works, recorded with many of the players whom he worked with over his long career. I had seen Albert

many times over the last few years and I will miss hearing him play.

The SoPro Blues Review at Buddy Guy's Legends took on a special dedication to the memory of Albert Collins as well as all of the other blues musicians that have recently left us. The show went on though, which is the way any of these truly dedicated musicians would have wanted it. The show started with a guitar player named Jim Kahr, who just returned home from a two year stint in Germany. He was later joined by Hank Ford, Billy McFarland and the Chicago Fire Horns. The group was starting to rock the place with many of the classic blues songs that define the Chicago Blues sound. Later in that set, Chicago guitarist Carlos Johnson joined in and played some hot blues numbers that got the crowd up and dancing. Carlos, who has been getting some notice locally, is a regular performer at many of the north side blues clubs. His left-handed playing style and the

energy that he puts into each song is getting him a bigger profile in the Chicago Blues scene. He stayed up playing with singer Barbara LeShoure, who sang a few soulful blues numbers. Later in the evening, Casey Jones came up to sing and he dedicated his set to his old boss Albert Collins, who he used to play drums for. Casey kept up the tempo and had people dancing in the aisles. The evening was a real treat for those who love the blues and was a big kickoff to the holiday weekend. The next SoPro Blues Review will be the Easter weekend, details when available.

Saturday, November 27th Buddy Guy's Legends celebrated the 51st anniversary of the birth of Jimi Hendrix. The party started at 8:00 with Pistol Pete and the Professionals playing many of Jimi Hendrix classic songs including an inspired version of Third Stone from the Sun where he almost broke every string on his guitar. A guitar player from New York named Jon Paris, who played with Johnny Winter, came up and played some other Hendrix tunes including Hey Joe. At the end of his set he walked through the standing room only crowd playing a wireless guitar. Next came a player named Daryl Thompson came on and played some really amazing instrumental guitar. He started out by saying "I'm a disciple of Jimi, but I'm not a clone of Jimi" and then he went into a 10 minute jam. Host Ralph Metcalf introduced the main acts by calling Jimi Hendrix the First Space-Age Bluesman. He then introduced Riki Hendrix, Jimi's cousin, and for the first time since 1970 the Band of Gypsies featuring Billy Cox and Buddy Miles. They played many of the songs that Jimi made famous

and Riki played with much of the style and spirit of Jimi Hendrix. The surprise of the evening was a guest appearance by Guns n' Roses guitarist Slash, who started playing with The Band of Gypsies and ended up jamming with the club owner Buddy Guy. From that point every song turned into head chopping session, a term used to describe a battle of guitarists. I gained some respect for Slash that night as he held his own playing true blues guitar with some of the best. Next year promises to be another event in the blues world. Who knows who will show up and jam.



Slash jams with Buddy Guy and the Band of Gypsies.



Carlos Johnson at the Thanksgiving eve jam.

Horrible Scopes

by Josie

BIRTHDAY (Dec. 2)

Doesn't it suck having a birthday this close to Christmas?

SAGITTARIUS (Nov. 22-Dec. 21)

Do yourself a favor. Unplug the toaster next time before you stick a fork in it.

CAPRICORN (Dec. 22-Jan. 19)

Take a breather--why not spend a relaxing afternoon at the Museum of Natural History?

AQUARIUS (Jan. 20-Feb. 18)

Don't put off that dentist appointment a day longer. Your teeth will thank you.

PISCES (Feb. 19-March 20)

You'll find that long lost right shoe now that you finally threw the left one out.

ARIES (March 21-April 19)

Plan a romantic dinner for your main squeeze. Remember, serve red wine with Big Macs, white wine with McNuggets.

TAURUS (April 20-May 20)

You'll hear from an old friend in days ahead. Be cordial, but don't lend them large sums of money.

GEMINI (May 21-June 21)

Your life is so screwed up, not even the CBS chalkboard could figure out what happened!

CANCER (June 22-July 22)

You need a change. Why not try a different hair color?

LEO (July 23-Aug. 22)

Bad news: You will get a papercut that will require stitches.

Good news: You will meet a cute, eligible intern in the E.R.

VIRGO (Aug. 23-Sept. 22)

Instead of whining because you don't have what you want, be thankful you don't get what you deserve!

LIBRA (Sept. 23-Oct. 23)

Three words: exact change only.

SCORPIO (Oct. 24-Nov. 21)

Have those important first cups o' coffee before signing anything important.

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The C.P.A. Review for the May 1994, examination begins January 3, 1994 and will be held at our Loop Campus on Jackson Blvd. between State and Wabash, Chicago, IL. For more information contact: Center for Professional Education, DePaul University, 312/362-6780.

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A Message From The Provost

Olympia Fields Osteopathic Medical Center, 20201 Crawford Ave., Olympia Fields, is offering flu shots to GSU students and staff between 10 a.m. and 2 p.m. week-

days during November. The cost is \$13. Present your GSU-ID card at the medical center's Outpatient Counter. You are encouraged to consult with your doctor on whether this shot is right for you!



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The Chorale to Perform Music by Vivaldi

Sunday December 5, 1993, 4 p.m., be sure to visit Governors State University, Sherman Recital Hall to enjoy the music presented by the University Community Chorale and Orchestra. The Chorale will perform the spirited music of Antonio Vivaldi under the direction of Rudolf Strukoff and the accompaniment of Marilyn Bourgeois. The performance of pieces will include; "Gloria, Credo, and Magnificat," featuring Soloists, Karen Blunk, Soprano, Christina Daniels, Mezzo Soprano, and James Springer, Tenor.

The presentation is sponsored by the Governors State University Special Events Committee of the Student Life Action Council, admission is free.

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Queen's Knight Out

Kasparov on the King's Indian, 1993, B.T. Batsford Ltd., London
Gary Kasparov with Raymond Keene

A book review by J.B. Godfrey

I waited so long to read this book, it hurts me to say that it was a major disappointment. Kasparov tried to cover so much in this book and in the long run his approach wound up hurting the quality of the book. If he had just stuck to writing about his innovations in the opening I feel this could have made for much better reading.

Kasparov did not address some critical positions in the book. In some positions he would actually call a move dubious (?) and not suggest a better move. Some of the analysis was already covered in *Chess Life* and *Informant*, so why not devote more of his book to innovations?

It is really hard for me to suggest buying this book. I don't believe a lot of effort went into making this book.

I was actually wondering if Kasparov did the analysis, because I couldn't imagine any world champion giving such poor analysis. However, I can imagine an author putting his name on a book so he can make a fast dollar.